

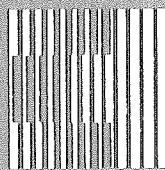
Business  
issues  
in technology  
and  
technology  
issues  
in business.

Technologic Partners



419 Park Avenue South  
New York, NY 10016  
212-696-9330 • Fax: 212-696-9793

Technologic Partners



## Company Description

Technologic Partners reports on strategic business and financial issues in technology and provides insight into significant trends and developments that affect high technology industries.

We watch where technology companies are going, and where they're going wrong. We examine how they're building businesses, developing markets, and advancing innovation. We present and probe details that aren't usually available outside the boardroom. And we're known for providing a perspective that can't be found anywhere else.

Through our publications and conferences, Technologic has established a broad following among technology industry executives, leading venture capitalists, investment bankers, and large insurance companies. We're also popular with Wall Street brokers, securities analysts, and investment fund managers.

Technologic was founded by Richard A. Shaffer, one of the industry's most respected observers and commentators. He's been following technology companies for more than two decades. He started Technologic in 1984 after fifteen years with *The Wall Street Journal*, where he was science and technology editor and a columnist. Today, in addition to serving

as Editor and Publisher of Technologic's publications and managing the business, he contributes a regular column to *Forbes* magazine and speaks frequently to industry and investment groups around the country. In 1989, John W. "Jack" Wilson joined

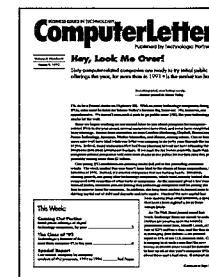


Technologic as Senior Editor. He draws upon two decades of experience as an editor and analyst with Dataquest and *Business Week*.

## Publications

*ComputerLetter* is the leading newsletter focusing on the business issues in technology. Published 40 times each year, *ComputerLetter* follows the most promising technologies and the leading companies. It delves into the markets, the competitors, the obstacles, the opportunities. It goes beyond product strategies to explore what it takes to win and stay on top. It predicts who will make it, who won't — and why.

Read by CEOs, senior managers, and investors, *ComputerLetter* is widely considered to be an essential source for timely insights, unbiased business analysis, and informed opinion on developments, strategies, and trends in technology.



*VentureFinance* is an in depth guide to capital for growing companies, providing comprehensive data and insightful analysis on issues affecting investors, financial executives, and entrepreneurs. Its focus is money, primarily

equity capital — which rapidly growing companies are getting it and where it's coming from.

## Conferences

Technologic sponsors annual *Industry Outlook* conferences for key industry segments, including network computing and personal computers. In addition, we sponsor an outlook conference and trade show for mobile computing.

The conferences attract the principal executives of most major companies in each industry segment and are the only such meetings with a large attendance of investors, analysts, and portfolio managers. Conference speakers and panelists candidly assess developments and performances of the past year and identify potential opportunities and pitfalls in the near future — for the industry as well as for their own companies. Audiences usually number between 250 and 1,000, about evenly divided between industry executives and investors.